

12 steps to mobilize your cause

1 Listen
Set up a listening post to observe what your target community is discussing. Engage before asking for support.

2 Set clear goals
Define the goals you want to achieve and determine the metrics you want to measure to see how your campaign is doing.

3 Define a clear theme
Boil down your cause to a strong, single sentence. Compare with others, like Vittana: Help anyone go to college.

4 Tell a personal story
Make an emotional connection with readers by telling a compelling personal story. Use videos or photos to achieve maximum impact. Make us *feel*.

5 Create a clear call to action
Inspire people to act with clear, motivating steps. Keep it simple.

6 Create a conversation hub
Where will you engage with your current and potential supporters? You need a blog or a high-value platform.

7 Add social love handles
Turbo-charge your campaign by enlisting your supporters to spread the love. Use a host of social plug-ins and services.

8 Consider a mobile component
With limited resources, you have to decide where to apply them. Text to give could be effective for fundraising campaigns.

9 Enlist evangelists
Use your listening post to identify high-value influencers for your cause. Establish a rapport and only then reach out. Scope out Twitter Lists focused on your cause.

10 Create mini-actions
Create smaller actions within your campaign. It could be a contest, a series of live chats, etc. Make sure you follow up with supporters to give them updates.

11 Use immediacy
Use headlines: Play off current events that people are already talking about. And use deadlines: Set a hard stop date for your campaign to prompt people to act.

12 Create offline events
Use online activities, including tweet-ups or contests, to spur supporters to attend real-world events where you can form a deeper connection.

